

Web Communication

Tips

If you use the Web to communicate with your audience, make sure to include information about National Radon Action Month. Link to EPA's National Radon Action Month public Web site page. It is designed for individuals who would like to know more about how they can take action during National Radon Action Month: www.epa.gov/radon/nram/public.html.

You can also create your own National Radon Action Month page on your Web site. Here are some tips and tools for creating a Web page dedicated to National Radon Action Month:

- ▶ Use EPA's National Radon Action Month Web site as a model for creating your own Web page: www.epa.gov/radon/nram/public.html.
- ▶ Use the boilerplate National Radon Action Month messages provided on page 13 of this Event Planning Kit. Also make sure to include local radon statistics and information on National Radon Action Month events and activities in your state.
- ▶ Use EPA's National Radon Action Month graphics for your Web site. Web graphics are available for download at www.epa.gov/radon/nram/event_kit.html.



Basic Web Site Tips

Whether you are updating your radon Web site or adding some new information on National Radon Action Month, these basic guidelines will help you create appealing Web site content:

- ▶ Create content that is accurate, credible, consistent, and clear.
- ▶ Design pages with a clean and consistent design (e.g., a simple background, legible type, a few carefully selected colors, predictable headers).
- ▶ Utilize bullets to highlight main points and steer clear of large text blocks. Use plenty of white space to give readers' eyes a break.
- ▶ Use captioned images that convey your message in graphical format.
- ▶ Use small graphic files to ensure fast display of pages.
- ▶ Make it easy for users to logically move from section to section with simple navigation tools (e.g., side or top bars).
- ▶ Track site usage and invite user response. Not only will you know more about activity on your site, but your users will feel more involved if given regular opportunities to submit comments.
- ▶ Visit www.usability.gov for more helpful tips on developing Web site content.